

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



## Part 3 Analysis & Recommendations

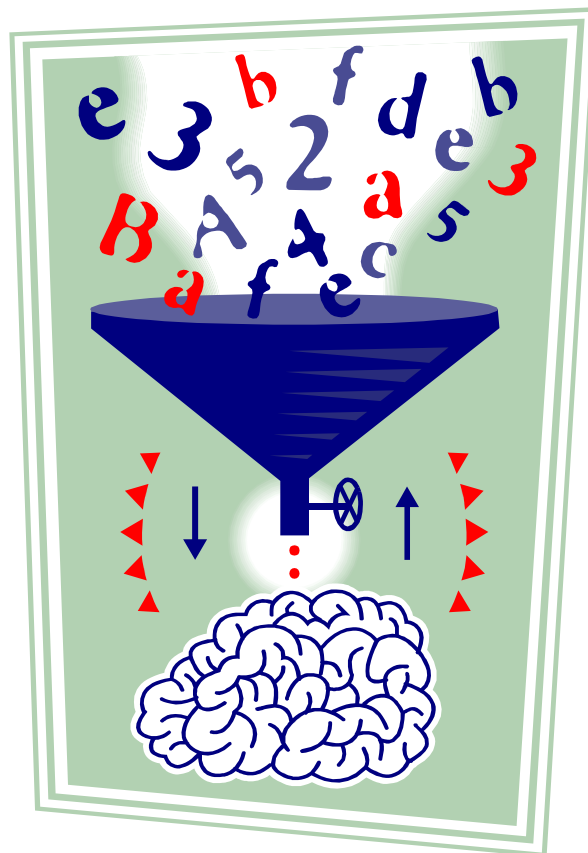
### DII Wibaux County

Version 1  
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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Table 2 indicates that the rate per 100,000 for Wibaux County for 2008-2012 was much higher- 296.96- than that of the state rate of 119.96. That rate fluctuated greatly during that time period from a high of 608.52 to 0. Fortunately, none resulted in a fatality. There were 2 alcohol-related crashes reported by the Montana Highway Patrol for 2012. Looking at the rates, overall the motor vehicle crash rate problem would be bigger in Wibaux County than the state.*

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*As students from Wibaux County do not participate in the Montana Prevention Needs Assessment (PNA), data was derived from the 7<sup>th</sup> Judicial District. Data reflects that these rates were 60% higher than that of the state average for 2012 – a much bigger problem than the states. That data was supported through the few personal contacts made in Wibaux County.*

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*No local information was available. The Montana Prevention Needs Assessment indicates that youth from this District have consistently reported a higher percentage of incidents since 2012 than the state: 37.2% and 25.3% respectively. Of special concern is the rate for 12<sup>th</sup> grade students, where almost half (43.8%) have ridden in a car driven by someone who has been drinking.*

## Final Consequence Question

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### QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

*The impact is significant. Wibaux County's rate for alcohol-related crashes is higher than the states, as are the number of students that drive and or are driven while under the influence of alcohol. The impacts can include the toll on their families, their relationships, their jobs, and their insurance rates. While there are significant impacts of alcohol-related crashes, it does not seem to have an effect on lowering the underage drinking and driving/riding rate.*

## CONSUMPTION – PART 3

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

### Underage Binge Drinking

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#### QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Youth from this District are within a few percentage points of state averages (24.7% for District, 21.2% for State), so the problem is about the same. Again, no local data was made available.*

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Behavioral Risk Factor Surveillance System (BRFSS) data was not available for this region, and local interviews were not granted.*

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*This Judicial District and the State of Montana are statistically similar (34% versus 35.1% respectively) in 30 day use; no local interviews or data were provided.*

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Data for this Judicial District indicates that the region's youth (4.8%) have a larger problem with prescription drugs than the statewide average (3.5%). Whether this is completely representative of the County population is unknown. The Wibaux Clinic, staffed twice a week, provides the only local medical services. However, once again, no local interviews or data were provided for analysis.*

## Final Consumption Question

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### QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

*If the rates for this Judicial District truly reflect local behaviors, the impact from underage drinking and binge drinking will undoubtedly be negative. While vehicle fatalities related to alcohol have not occurred since 2008, it does not place the possibility of it not occurring in the future. Small communities tend to take it especially hard when any premature death occurs, as most community members know everyone in the town. Likewise for binge drinking, the rates for 12<sup>th</sup> grade students, places them in a category of high risk; and this message is easily adopted by the younger students in the school district.*

*As for prescription drug abuse, data from this Judicial District indicates a slightly higher average than that of the State; however, it would likely be similar to some of the other rural neighbors and would be smaller than the state average.*



## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*The perception of parental disapproval in our Judicial District was lower (75.9%) than the State average (81.8%). With no local data to support or dispute, the magnitude of the problem is unknown.*

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Peer disapproval towards alcohol/drug use for our Judicial District is lower (60.3%) than that of the State (66.7%). Based on other rural, neighboring counties, it is hypothesized that the problem could be larger.*

### **Perceived Risk/Harm of Use**

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#### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*While the tables reflect this Judicial District, the local surveys were not completed. It can be estimated that the rates overall are similar for all indicators. According to the data, fewer of the youth in the District think that drinking alcohol is wrong (61% versus 71.6% respectively). More youth in this county think it is cool to drink regularly (30.7% versus 23.5% respectively), fewer of these youth perceive risk or harm from binge drinking (64.1% versus 76% respectively), and fewer youth perceive that their neighbors would think it is wrong for them to drink (62.4% versus 69.1% respectively).*

## Family Communication around Alcohol/Drug Use

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### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Data reported by the state has varied greatly from year to year for this Judicial District. For the last reporting period (2012), the percentage of students from this District who have talked to their parents about the dangers of alcohol and drug use during the past 12 months (61%) was very similar to that of the state (60%).*

## Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

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### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*It appears that Judicial District 7 students do not see or understand how alcohol contributes to financial, legal or emotional problems as much their peers across the State.*

*While this rate is low for all students in Montana, students from this District reported 2.4% in 2012, compared to the State rate of 8.9% in the same year.*

*It is hypothesized that most students do not understand the question or associate the real costs and consequences of this behavior.*

## Final Risk Factors Question

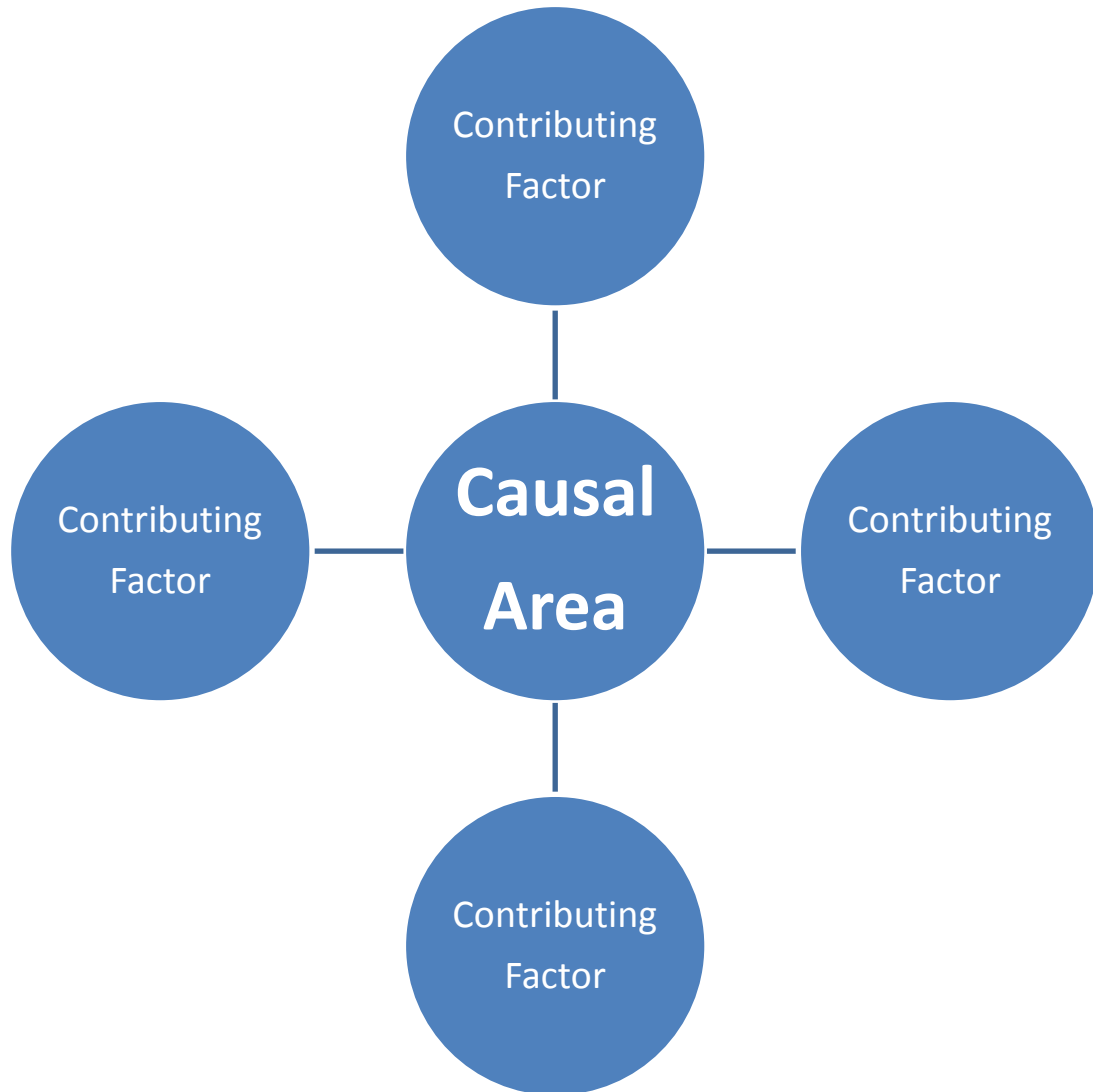
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### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

*Data from this Judicial District indicates that Wibaux County's youth perception of parental disapproval and disapproval of peer use, and these student's perceptions related to risk or harm, family communication and understating of consequences associated with alcohol, has the potential for having a very significant impact on their community.*

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on local data, does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

*Compliance checks have not been conducted.*

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

*One could assume that if checks are not being conducted that identifications are not regularly being checked for alcohol purchases. However, the affects between compliance checks and binge drinking or drinking and driving are simply not known.*

## **Alcohol Seller/Server Training**

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### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in local data. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

*Between 2008 and 2012 three trainings have been offered, with a total of 60 people trained – all attending before the law went into effect. Some of the retailers from Wibaux County attend alcohol server training in Dawson County (20 miles away); and others in Richland County (75 miles away). It is encouraging since the law went into effect that retailers are now calling and asking for trainings to be scheduled in Wibaux.*

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

*Trainings are being held regularly in Wibaux County.*

## **Retail Availability Questions**

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### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are there retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

*There are three liquor licenses in Wibaux County with a rate of 283.82 per 100,000 people, which is slightly over the state average of 231.85. With any rural county where many community members live out-of-town and lacking public transportation, there will always be a higher likelihood for drinking and driving.*

**QUESTION 21**

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact
0	1	2	3	4	5	6	<b>X7</b>	8	9	10

*Simply because of the rural nature of this County and the lack of public transportation there will be problems associated with drinking and driving. The rate was not higher as merchants are participating in alcohol server trainings and requesting additional trainings.*

**CRIMINAL JUSTICE – PART 3**

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**QUESTION 22 Conviction Rates**

Based on local data, discuss the impact the conviction rate may be having on your community.

*There is no data available for collection or compilation regarding this issue in Wibaux County.*

**QUESTION 23**

Based on local data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

*There is no data available for collection or compilation regarding this issue in Wibaux County.*

**Key Informant Interviews with Law Enforcement**

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

**QUESTION 24 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

*Interviews were limited to the Montana Highway Patrol (MHP) for this region, as there is no longer a Highway Patrol Trooper stationed in Wibaux. The MHP feels that the only enforcement of Driving Under the Influence (DUI) and Minor In Possession (MIP) laws is from their agency, not the local law enforcement. On a scale of 1-5, with 5 being the highest level of support, community support for enforcing MIP laws and open container laws is a 1; a 2 for supporting DUI laws; and a 1 for public nuisance laws applied to alcohol-related disturbances.*

**QUESTION 25 Key Law Enforcement Interviews**

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

*Again, the MHP felt that the local law enforcement is not making any effort to address binge drinking and drinking and driving. They also noted that they believe all of the bars over-serve alcohol.*

**Use of Local Ordinances****QUESTION 26 Use of Local Ordinances**

Based on local data, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

*Public disturbances and public intoxication ordinances exist, but according to the MHP they are not enforced.*

**QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

*With the lack of opinion surveys and local input, it would be difficult to identify which ordinances may be effective in addressing binge drinking and drinking and driving.*

**Other Local Data: Criminal Justice**

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

**Criminal Justice Questions****QUESTION 28**

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

*The MHP paints a picture of cultural acceptance of alcohol use, binge drinking and drinking and driving, that includes a culture which places little emphasis or priority on enforcing the laws surrounding this issue. Without anyone prioritizing this issue, criminal justice will continue to contribute to the impacts being experienced.*

**QUESTION 29**

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact  
0      1      2      3      4      5      6      7      **X8**      9      10  
Major impact

*Again, with the cultural acceptance of alcohol, each of these issues will continue to contribute to the problem, therefore is it ranked with an 8.*



## SOCIAL AVAILABILITY – PART 3

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Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

*Again, it is difficult to compare with the state using data from this Judicial District as only 31 students participated in 2008 PNA; in 2010 only 24 students participated; and 39 students were included in 2012. From the data collected, it appears that youth from this Judicial District (21.4%) believe they are less likely to be caught by the police than the state average (26.2%). Given the data from both the Judicial District and this county's own PNA results, the implication is that overall Wibaux County is on par with youth across Montana – or slightly better. One could conclude that the problem is about the same or smaller; which is interesting given the outlook provided by law enforcement. Perceptions are strong motivators and do not necessarily have to be reality to serve as a deterrent.*

## Social Availability Questions

### QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

*It appears, from the limited interviews provided, that social availability plays a large role in binge drinking and drinking and driving. While there are few liquor licenses in the county, alcohol appears to be readily available at community and other social events. Those behaviors appear to be accepted as a cultural norm. Adults do not believe it is wrong, which provides a basis for how the youth behave.*

**QUESTION 32**

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact
0	1	2	3	4	5	6	<b>X7</b>	8	9	10

*In most rural communities and counties, social availability has a large impact on binge drinking and drinking and driving. While typically there are many members of the community that are opposed to those behaviors, perceptions often trump reality and more believe everyone is participating in the behavior as opposed to what is actually taking place. That may be the case for this county. Therefore if most people believe it is the norm and they organize a social gathering, they will most likely include alcohol as that is the perceived norm.*

**PROMOTION – PART 3**

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Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data

collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

## Advertising

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### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

*Alcohol advertising is considered excessive in Wibaux County. 27% of the buildings advertise alcohol; 40% of the billboards advertise alcohol; and the only alcohol-related "news" article was about the Bump n' Run Beer Booth as it was a memorial. The memorial beer booth was for an individual who died in an alcohol-related crash. It should also be noted that many of the advertisements for alcohol were for sponsorships of local high school sports team ads.*

### QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

*The impact will most likely affect the youth more so than adults as they grow up seeing these events as normal. It only adds to the cultural norm when events such as the memorial Bump n' Run where alcohol is served are used as a way to remember people who have died in drinking and driving crashes.*

### QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being

portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

*The only news article written promoted drinking. The memorial beer garden would impact binge drinking and drinking and driving, by portraying that the fundraiser was for a good cause.*

## Promotion Questions

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### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

*The promotion of alcohol for special events does add to the cultural acceptance of alcohol use and abuse. Without public transportation, any special event that serves alcohol contributes to drinking and driving.*

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact  
0      1      2      3      4      5      **X6**      7      8      9      10  
Major impact

*Although there were no local alcohol advertisements (other than the article about the Bump n' Run), events which include alcohol that have a high attendance, promote binge drinking and driving.*

## SCHOOL POLICIES – PART 3

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**QUESTION 38**

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

*A search was conducted online for Wibaux Public School Website in order to obtain school policy information, however it was discovered there is no school website. Since interviewer was unable to conduct key informant interviews and opinion surveys within community, there is no data available for collection regarding this issue in Wibaux County.*

**QUESTION 39**

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

*Unable to rank based on Question 38 above.*

**MEDICAL FIELD INFORMATION – PART 3**

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**QUESTION 40**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

*Wibaux County does not have a hospital, however does have a clinic that has providers from Glendive that come on Tuesdays and Thursdays. Since interviewer was unable to conduct key informant interviews and opinion surveys within community, there is no data available for collection or compilation regarding this issue in Wibaux County.*

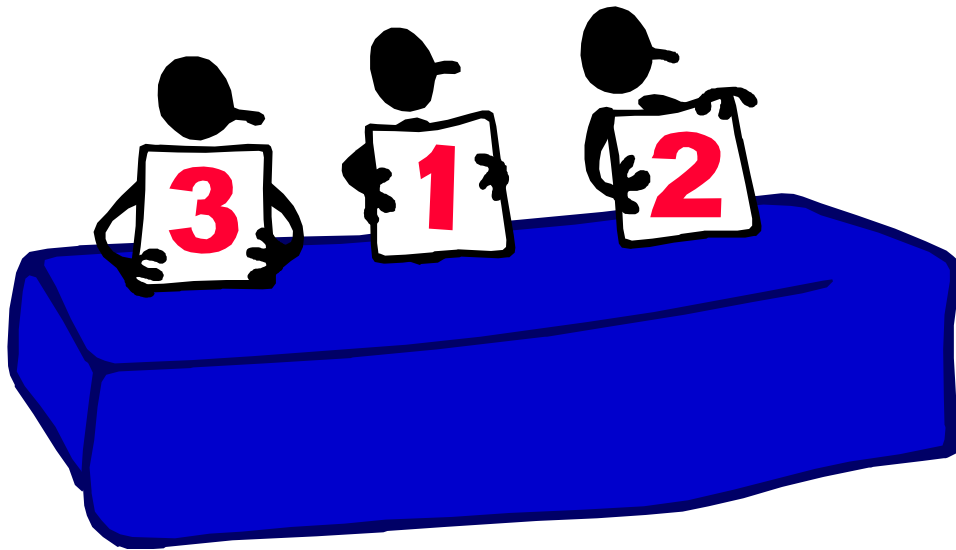
**QUESTION 41**

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

*Unable to rank based on Question 40 above.*

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your  
Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
7	2	Retail Availability
8	1	Criminal Justice
7	3	Social Availability
6	4	Promotion
0	5	School Policies



0

6

**Medical Field**

## QUESTION 42

Provide the rationale for your rankings of the causal factors.

*Ranking of the causal areas had to take into consideration what “can be done”. With that said:*

*#1: Criminal Justice. While this causal area received the highest score, until the community members make enforcement a priority, criminal justice will not.*

*Retail Availability is #2. It is encouraging that retailers are requesting that the alcohol server trainings be offered locally, but with no compliance checks and no data on enforcement of local laws, it may be contributing to the problems with underage drinking, drinking and driving, and binge drinking.*

*#3: Social Availability. The limited local data indicates that youth have a greater perception of being caught by parents and the police than perhaps youth in neighboring counties. The reasoning for ranking third is that the community norm is that alcohol is involved in social gatherings, where binge drinking and drinking and driving are prevalent.*

*#4: Promotion. Many smaller newspapers are desperate for articles – any articles. There are many opportunities to talk about responsible use of alcohol by those of legal age and non-use for those underage in educational newspaper articles.*

*#5: School Policies was ranked as such, because the interviewer was unable to conduct key informant interviews and opinion surveys within community. There is no data available for collection regarding this issue in Wibaux County.*

*#6: Medical Field: Again, the interviewer was unable to conduct key information interviews in Wibaux County. Therefore, Medical Field was ranked last, due to no data being collected regarding this issue.*

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Prevention Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### Final Needs Assessment Question

#### QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

*Retail Availability would be most likely to create an impact in the local community. It is encouraging that retailers are requesting that alcohol server trainings be offered locally. It is a great place to start a conversation and a relationship, which could further develop into sales and service policies in alcohol retail establishments that would address binge drinking, drinking and driving and underage drinking. As there are only two liquor licenses in Wibaux County, coordinating training times between the two would be easy to do. With more retailer training, this could help reduce secondary selling, which may also reduce social availability. With social availability, the limited local data indicates that youth have a greater perception of being caught by parents and the police than perhaps youth in neighboring counties. Retailer training would have the most impact on underage drinking and binge drinking in Wibaux County.*